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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re Patent Application of:

Applicants : Thomas J. Perkowski, et al.
Application Serial No.: 10/693,856
Filing Date: : October 24, 2003
Title: INTERNET-BASED BRAND MANAGEMENT AND
MARKETING COMMUNICATION INSTRUMENTATION
NETWORK FOR DEPLOYING, INSTALLING AND
REMOVELY PROGRAMMING BRAND-BUILDING SERVER-
SIDE DRIVEN MULTI-MODE VIRTUAL KIOSKS ON THE
WORLD WIDE WEB (WWW), AND METHODS OF BRAND
MARKETING COMMUNICATION BETWEEN BRAND
MARKETERS AND CONSUMER USING THE SAME
Examiner : Jeffrey D. Carlson
Group Art Unit : 3622
Attorney Docket No. : 100-061USA000

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION MAILED OCTOBER 5, 2007

Sir:

In response to the Office Action mailed October 5, 2007, Applicant hereby submits the following amendments to the same: